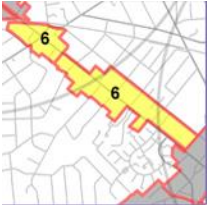




3. Concept



West Broad Street

Connecting Falls Church

Connecting Falls Church

The West Broad Street POA is a corridor of retail, office, and mixed-use. To the east and west, the area touches two anchors of redevelopment. At the western edge, the newly acquired Schools-Related parcels are slated for large-scale redevelopment. At the eastern edge, the Downtown and South Washington POA small area plans call for development of entertainment and commercial nodes. To the north and south, the area is adjacent to established residential neighborhoods. Over 8,800 residents live in neighborhoods surrounding the West Broad Street POA according to the most recent U.S. Census estimates.

Today, the West Broad Street POA is a barrier for surrounding uses and residents. In a physical sense, West Broad Street is difficult to cross and the disjointed built environment does not provide a catalyst between the two adjacent residential sections of the City. In an economic sense, West Broad Street provides insufficient neighborhood serving retail.

Five Key Concepts

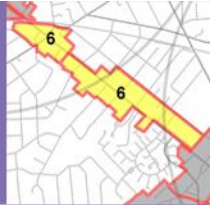
To achieve this plan's vision of developing the West Broad Street POA as a vibrant place, the area must serve as a connection to redevelopment activity to the east and west and to residential areas to the north and south. To make those connections, the area must apply the following strategies:

1. Use Respectful Building Design
2. Innovative Development
3. Develop West Broad Street as a Great Street and Create Connections
4. Develop Activity Nodes
5. Take Short Term Actions to Meet Long Term Goals



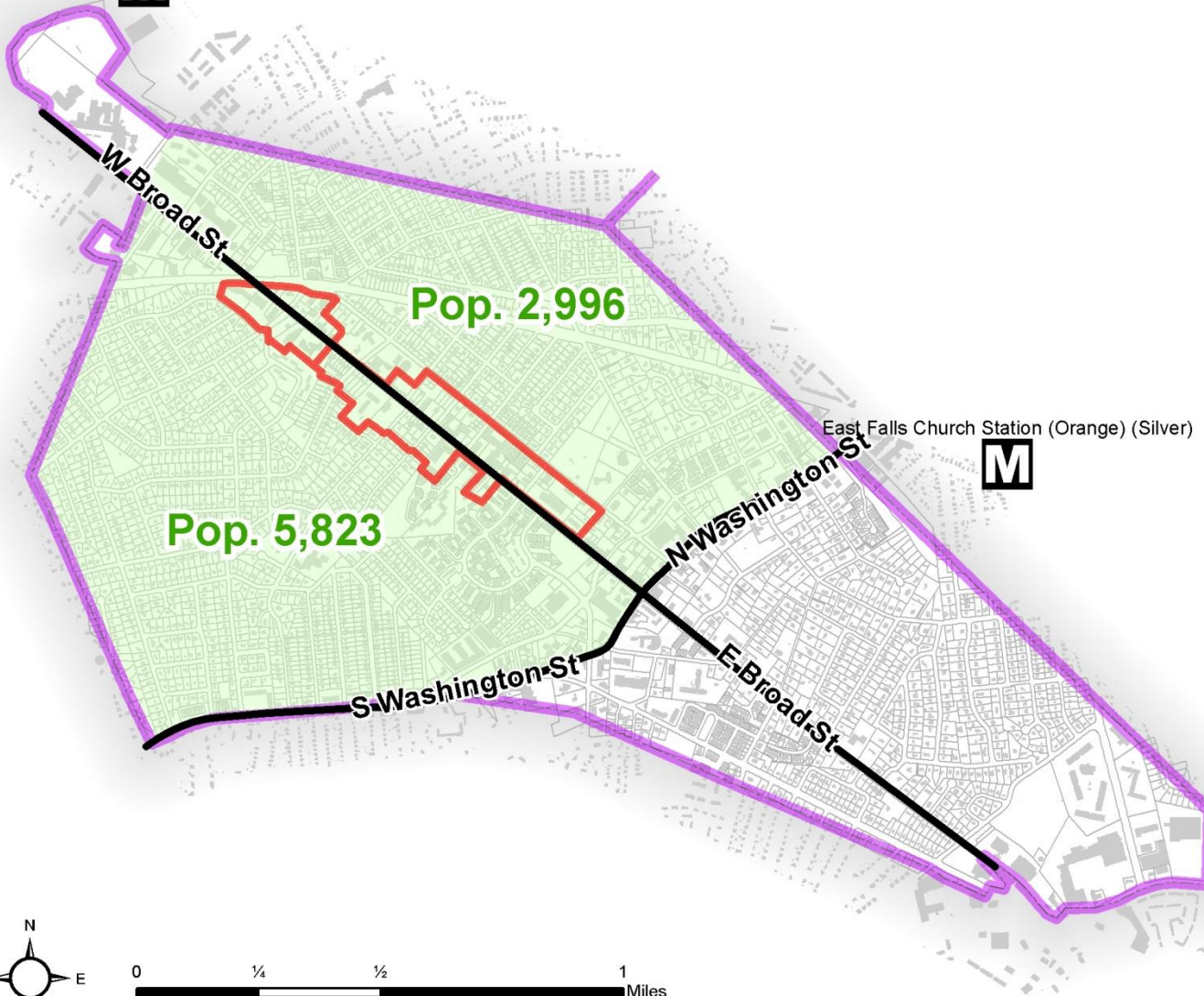
Above: Park Avenue (Top) and West Broad Street (Bottom) frame the commercial corridor in the West Broad Street POA and should be designed as connectors, rather than barriers, to the surrounding residential neighborhoods.

West Broad Street Planning Opportunity Area 6



Concept

West Falls Church Station (Orange)



East Falls Church Station (Orange) (Silver)



Demographics



West Broad Street POA

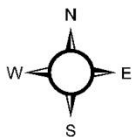
Population:
8,819

Bachelor's Degree or higher:
72%

Median Yearly Earnings
Age 25+:
\$71,000

Total Households:
3,349

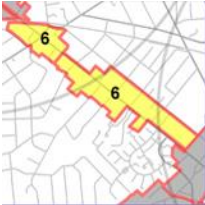
Households with one
or more people under 18:
1,141



0 ¼ ½ 1 Miles

Concept

3-2



West Broad Street Connecting Falls Church

Use Respectful Building Design

Redevelopment efforts must respect the close proximity of adjacent land uses in regard to height and character. Established low-density residential neighborhoods are located to the north and south of the West Broad Street POA. Green buffers, building stepbacks, and façade treatments can provide visual transitions from the commercial corridor along West Broad Street to adjacent residential neighborhoods.

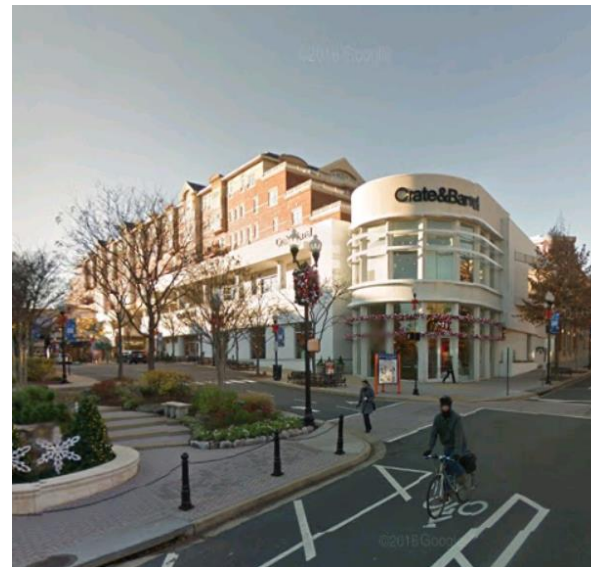
Redevelopment efforts must reflect the existing built environment within the corridor. On the eastern end of the POA, Cherry Hill Park & Farmhouse, Mary Riley Stiles Library, City Hall, and the Christian Science Reading Room exhibit the small-town and municipal character of the City. On the western end of the POA, St. James Church and School form a dominant presence.

The City's Design Guidelines provide guidance on building design and transition between different types of development.

Celebrate Existing Neighborhoods

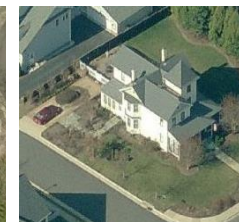
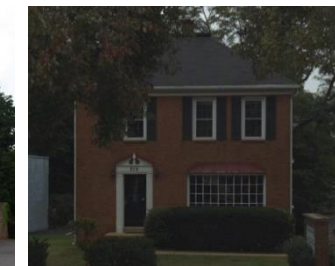
Redevelopment along West Broad Street presents an opportunity to celebrate existing residential neighborhoods. New urban design features can mark the transitions between the commercial corridor and residential neighborhoods. These features would serve to celebrate the neighborhood and include elements such as special paving, gateway signs and pillars, landscaped medians, and "mini-roundabouts."

Below: Gateway signs (left) and mini-roundabouts (right) are design features that could be used to celebrate existing neighborhoods.

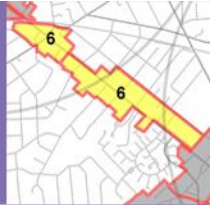


Above: An example of building stepbacks and landscaping at Market Common in Clarendon, Arlington County.

Below: New buildings must reflect the character of the area as featured in the architecture of historically important buildings.



West Broad Street Planning Opportunity Area 6



Concept



Above: The new bus stop at the 301 West Broad Street development meets a goal of the Mobility for All Modes chapter of the Comprehensive Plan and the Bus Stop Master Plan.

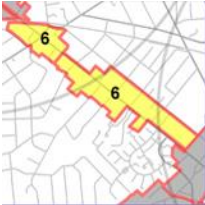
Below: Electric car charging stations, bicycle parking, and green rooftops are examples of innovative development strategies.



Innovative Development

The City expects development to include innovative solutions regarding transportation and environmental sustainability. The City's Mobility for all Modes Plan establishes a strategy of meeting increases in travel demand through non-automotive modes. This means creating buildings and streetscapes that are pedestrian and bicycle friendly. It also means finding ways to connect new developments to transit facilities. When automobile parking is constructed, attention should be given to proper screening and to creating shared parking resources so that people can park once and then walk to all of their destinations.

The West Broad Street POA is almost completely urbanized, with impervious surface covering most of the land. Additionally, many buildings in the area are older and do not meet today's standards for new office and retail space. The City prefers LEED Silver certification for all new development. Environmentally sustainable design elements including the provision of open space, bike share, solar panels, green roofs, electric car charging stations, and efficient stormwater management will increase the desirability of redevelopment projects. The City encourages developers to present cutting-edge concepts in environmental sustainability.



West Broad Street Connecting Falls Church

Develop West Broad Street as a Great Street and Create Connections

West Broad Street should serve as a connector that brings the western part of the City together. Accessible connections should focus on pedestrian and bicycle access within the POA and from the surrounding residential neighborhoods. This could include installation of crosswalks at intersections and mid-block crossings where block lengths are particularly long. Economic connections should focus on neighborhood-serving retail and services to support the surrounding development nodes to the east and west and the adjacent residential neighborhoods.

Streetscape design and land uses along West Broad Street should create east/west and north/south connections. The east/west connections will serve to bring the two commercial centers at either end of the POA together to form a cohesive commercial corridor. The north/south connections will serve to bring two of the City's largest neighborhoods together.



Above: An example from the Great Street Program in San Francisco shows essential elements such as active sidewalk uses, pedestrian crossings, and bicycle accessibility.

Below: Creating mid-block connections (Left) and bicycle connections (Right) are important elements in connecting the West Broad Street POA with surrounding neighborhoods and the region.



West Broad Street Planning Opportunity Area 6



Concept

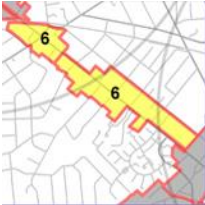


Develop Activity Nodes

Nodes of retail and office activity have begun to form organically along the corridor. Retail nodes are forming at the intersections of West Broad Street & West Street and West Broad Street & Little Falls Street. An office node is forming at the intersection of West Broad Street & Oak Street.

These nodes should be further developed. They provide focus within the POA and help concentrate activity to create vibrant areas.

Above: Each node has existing buildings and businesses that make them a center of activity. Redevelopment could build upon these existing nodes of activity to improve the economics, aesthetics, and accessibility of the West Broad Street corridor while also supporting a unique character that is compatible with the City.



West Broad Street Connecting Falls Church

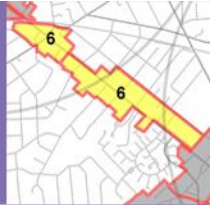
Take Short Term Actions to Meet Long Term Goals

The long term goals discussed in this plan, as well as the City's Comprehensive Plan, are realized through a series of short-term actions.

Specific short term actions, including policy changes and infrastructure projects, are identified in later chapters.



Above: Sidewalk repairs, installation of new crosswalks, repair of existing crosswalks, installation of wayfinding signage, and the provision of bicycle parking are examples of short term infrastructure actions that help to meet the long-term goals of this plan and the Comprehensive Plan.



Conceptual Map

The Conceptual Redevelopment Map presents a general or potential view of future redevelopment. The map identifies nodes of retail and office activity. It also shows how buildings could be redeveloped to take better advantage of commercial land within the area. The building and open-space placement are based on recommendations outlined in this plan and on existing or proposed conditions.

The concept is not meant to provide architectural detail or a reflection of specifically desired appearance. Market conditions and the public review process will ultimately determine whether redevelopment occurs in the area and the type of redevelopment that occurs.

The purpose of presenting this concept is to provide a starting point for discussion of more specific redevelopment and public infrastructure projects that could be pursued in order to achieve the vision for the area.

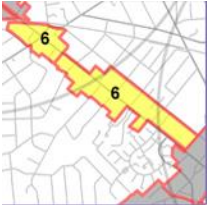
Special Exceptions

Many development projects in the City apply for Special Exceptions or “SEs” to the zoning ordinance. Through the Special Exception process, developers can request to build structures that are taller or expand the kinds of uses that would otherwise be allowed. Because this process goes beyond what is allowed by right, developers are required to provide contributions to offset the community impacts of larger buildings and changes in use.

The criteria for granting a special exception are described in the City code and they speak to things like – conformance to the Comprehensive Plan and Design Guidelines, allowing for a mixture of uses, encouraging local or independent businesses, providing net fiscal and community benefits citywide, and improving transportation infrastructure.

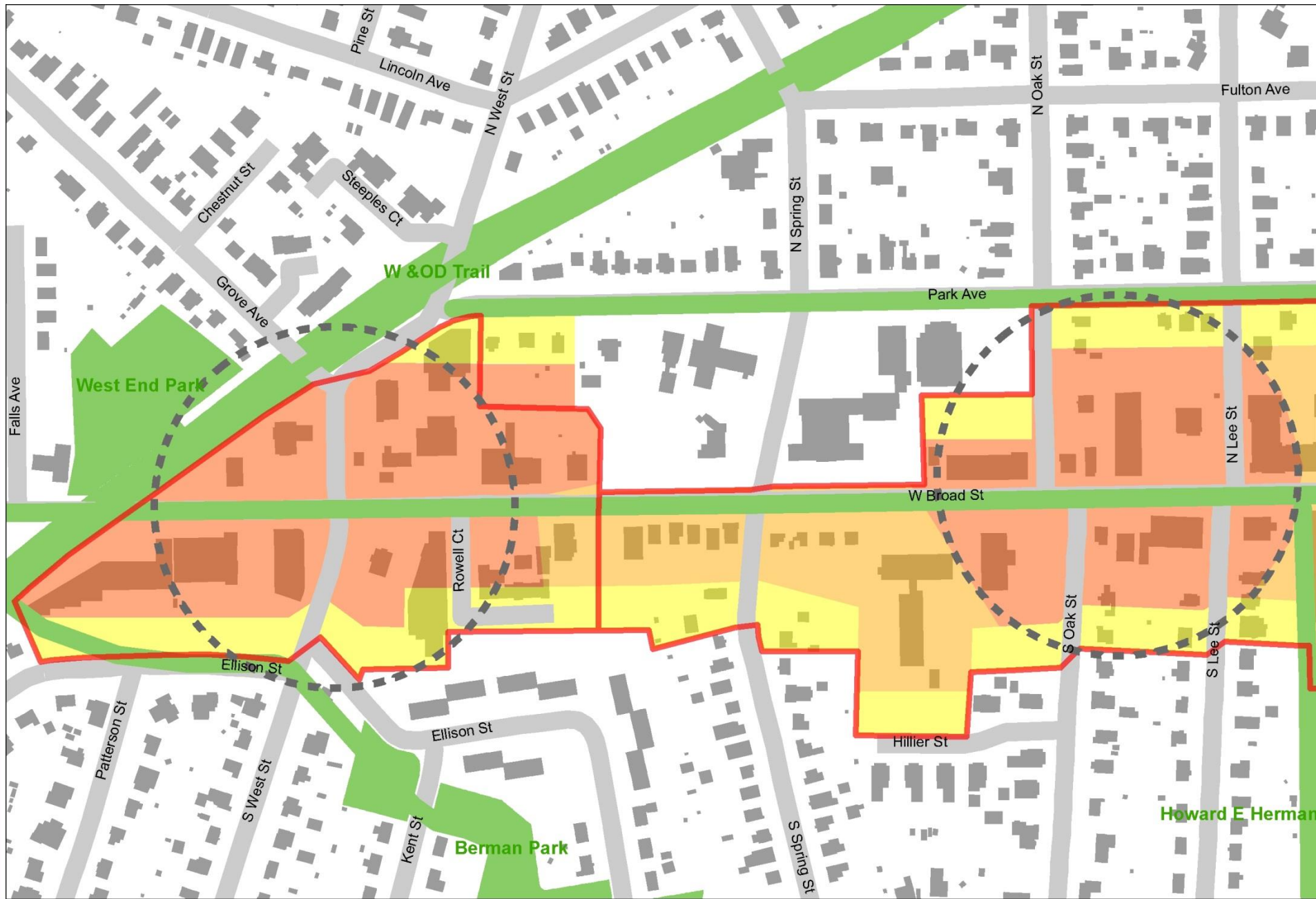
Planning Area

The Planning Area boundary comes from the City’s Comprehensive Plan. As described in chapter 1, Introduction, Vision, & Goals (page 1-2), the Comprehensive Plan identifies several planning opportunity areas throughout the City. Within the West Broad Street POA, several residential properties were included in the POA boundary to allow for adequate parcel depth that would allow for transitions from the commercial areas along West Broad Street to the residential areas to the south. The parcel for the Lee Square Apartments was included in this planning effort because current zoning restricts commercial activity and the property owners expressed an interest in redeveloping.

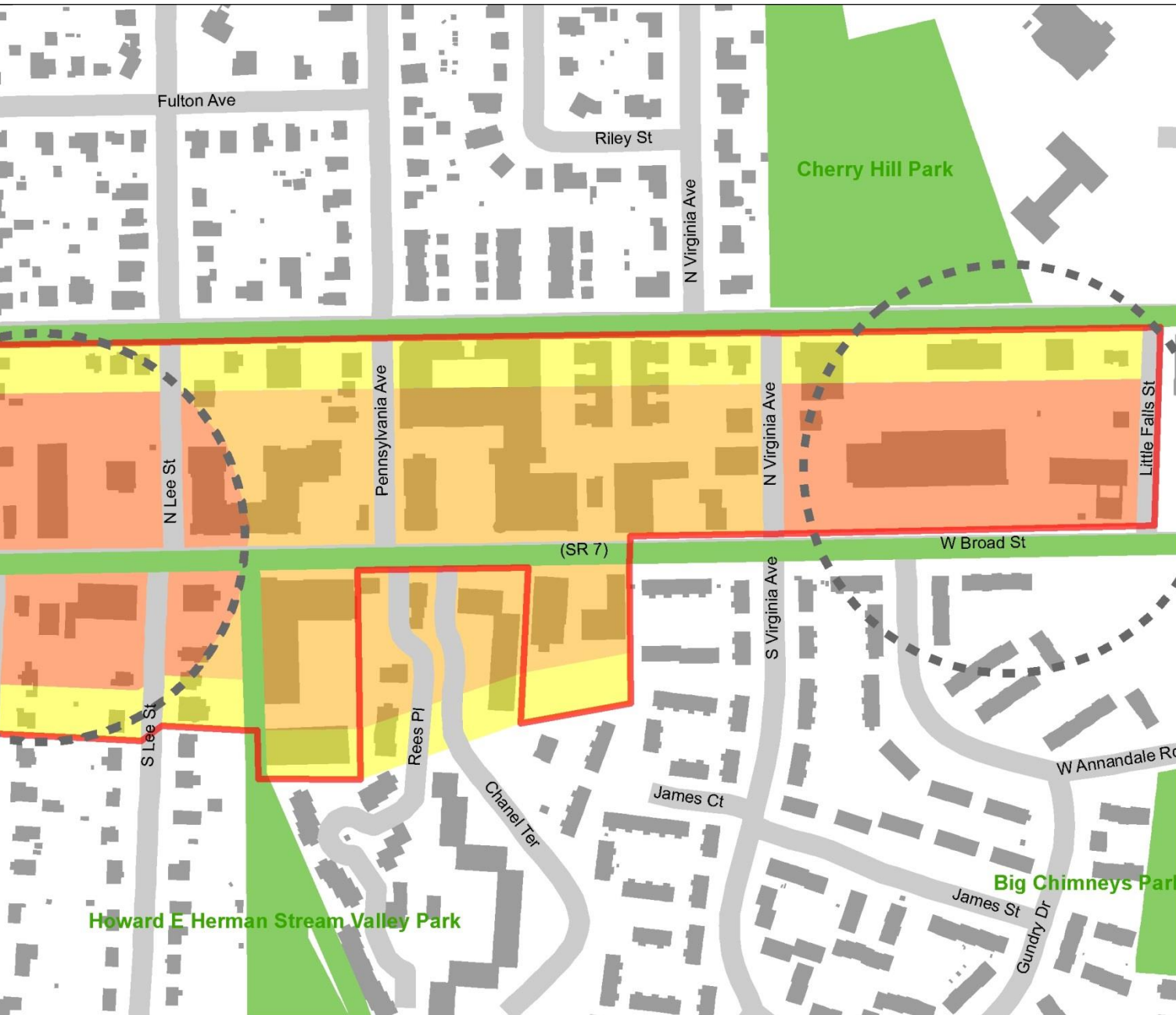
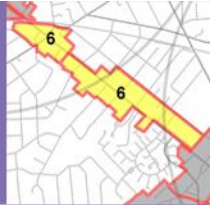


West Broad Street Connecting Falls Church

Concept



West Broad Street Planning Opportunity Area 6

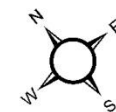


Concept

- West Broad Street POA
- Streets
- Existing Buildings
- Parks & Greenways

Design & Use

- Transition Areas**
Landscaping and building step backs
- Neighborhood Serving**
Neighborhood serving retail & office mixed with residential
- Activity Node**
Commercial activity mixed with residential uses. Taller building heights appropriate with increased commercial activity.



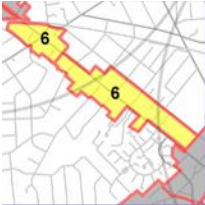
0 75 150 225 300
Feet



Concept

Concept

3-10



West Broad Street

Connecting Falls Church

Concept Narrative

The West Broad Street POA has the building blocks of a vibrant mixed-use corridor. There are 8,800 highly educated, high earning people in 3,300 households just within the neighborhoods immediately bordering the area. Redevelopment has been occurring at a steady pace over the past fifteen years and several redevelopment projects are currently in various stages of the development process. This Plan is a compilation of suggestions for Public Works projects, redevelopment opportunities, and other ideas that can move the West Broad Street POA in a direction that will be beneficial for all stakeholders. **This Plan is not meant to be used as a tool to force redevelopment of any property within the boundaries of the POA or elsewhere in the City.**

Challenges

The corridor has obstacles that are limiting the potential of the POA to be an economically competitive, aesthetically pleasing, and accessible commercial corridor. Due to the linear nature of the corridor the parcel depths are shallow and immediately border low density residential. Respectful building design will need to be incorporated. The POA currently has a limited amount of office and retail, which leads to a limited amount of activity across much of West Broad Street. Though, there are specific nodes of activity that bring people to the area and can serve as catalysts for redevelopment. Walkability of the POA is limited. Stretches of West Broad Street, Park Avenue, and many cross streets have deficient or non-existent sidewalks and road crossings. Public Works projects and redevelopment will be necessary to fill in these missing connections.

Planning Concept

Transition Areas

Transitions between redevelopment along West Broad Street and the residential neighborhoods surrounding the POA are necessary to reduce the impact of higher density development. Landscaping buffers, building step backs, and varied façade

treatments are examples of transitions. This general area is colored yellow on the Concept map.

Neighborhood Serving

Additional neighborhood serving retail and office uses throughout the corridor can serve as destinations for the surrounding neighborhoods and as connections between Activity Nodes. This area is colored orange on the Concept map.

Activity Node

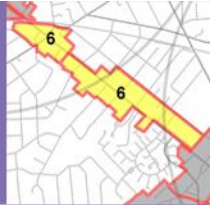
Greater concentrations of commercial activity are suggested for the Activity Nodes. This will most likely require taller building heights in order to make redevelopment feasible. Buildings will still be required to taper toward adjacent residential neighborhoods within the Activity Nodes, as noted in yellow on the Concept map. Generalized boundaries of Activity Nodes are shown as dashed circles on the Concept map, and areas that are suggested for taller building heights are colored red.

Residential

Residential mixtures should be considered to the extent that they support the commercial goals of this Plan. In the existing real estate market, residential components may be necessary to increase commercial activity.

Parks & Greenways

The Parks for People chapter of the Comprehensive Plan designates West Broad Street and Park Avenue as Parkways and Great Streets. Completing the streetscape along West Broad Street and creating streetscape design guidelines for Park Avenue will help introduce a greener feel to the City, create aesthetically pleasing connections, and showcase the redevelopment potential of the POA.



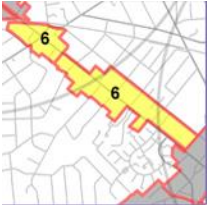
Plan Timeline

Over the past fifteen years, eight properties of have redeveloped within the West Broad Street POA. This equates to a redevelopment pace of about one completed projects every two years. These projects have ranged in size from larger projects like the Spectrum and the Byron, to smaller projects, like Dominion Jewelers and the Read Building.

Redevelopment is active within the POA today:

- The Kensington project is under construction
- The Mason Row project has received the necessary Future Land Use Map change, rezoning, and Special Exceptions
- Tradition Place has submitted an application for a future land use map change, rezoning, and special exceptions

Analysis of property ownership, age of buildings, and interest in property owners to redevelop their property demonstrates that approximately eight additional properties may soon apply for permission to redevelop. Taking into account the recent pace of redevelopment, projects already in the redevelopment process, and properties that may enter the redevelopment process in the near future, redevelopment of all potential properties could occur over the next 15 to 25 years.



West Broad Street

Connecting Falls Church

Concept

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